

Message Text

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PAGE 01 BOGOTA 09702 081955Z

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ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 USIA-15 /033 W

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R 081530Z OCT 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 1234

INFO AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS BOGOTA 9702

EO 11652: NA

TAGS: BEXP CO

SUBJ: COUNTRY COMMERCIAL PROGRAM: REVIEW OF FIRST
QUARTER OF FY-76

REF: STATE 200695

1. QUARTERLY REPORT. WITH THE EXCEPTION OF INITIATING
RECRUITMENT OF A FOREIGN BUYERS GROUP TO THE
INTERNATIONAL ENERGY EXPOSITION AND CONGRESS, ALL
MAJOR ACTIONS SCHEDULED FOR THE FIRST QUARTER WERE ACCOMPLISHED
SUCCESSFULLY. THE FBG WAS CANCELLED DUE TO ELIMINATION OF THE
EQUIPMENT DISPLAY AT THE CONGRESS. HOWEVER, WE DID
RECRUIT AT 35 PERSON FBG TO ATTEND THE NATIONAL HARDWARE
SHOW. PRELIMINARY REPORTS FROM PARTICIPANTS INDICATE
THAT SUBSTANTIAL SALES RESULTED. A DETAILED REPORT WILL
BE SUBMITTED SHORTLY. ONE FSL ECONOMIC/COMMERCIAL
POSITION WAS ELIMINATED AT THE REQUEST OF WASHINGTON,
THUS REDUCING THE RESOURCES AVAILABLE FOR THE CCP.

2. RECOMMENDED MODIFICATIONS.

A) THE ASSIGNMENT OF A GMS ON COMMUNICATIONS EQUIPMENT
WILL DELAY THE HEALTH CARE INDUSTRIES DESK STUDY UNTIL
THE THIRD OR FOURTH QUARTER.

B) AMCONSUL MEDELLIN WILL NOT HOST A PRODUCT/LITERATURE
DISPLAY THIS QUARTER. RESOURCES AVAILABLE FOR THIS
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EVENT WILL INSTEAD BE DEVOTED TO THE MICHIGAN IOGA TRADE

MISSION.

3. WASHINGTON COMMENTS. THE FOLLOWING IS PROVIDED
IN RESPONSE TO THE QUESTIONS RAISED IN THE REFTEL:

A) SEMINARS. AMCONSUL CALI PLANS TO HOLD COMMERCIAL
SERVICES SEMINARS IN PEREIRA AND ARMENIA NEXT MONTH.
THE EMBASSY WILL PROMOTE ONE IN BUCARAMANGA, PROBABLY
ON OCTOBER 22. USIS IS COOPERATING.

B) MEDELLIN PROGRAM. AMCONSUL MEDELLIN IS PLANNING
ANOTHER PRODUCT/LITERATURE DISPLAY FOR THE FOURTH QUARTER
POSSIBLY AROUND THE THEME OF METALWORKING AND
FINISHING EQUIPMENT. A REPORT OF THE LAST DISPLAY
WILL BE FOUND IN MEDELLIN A-6 OF JUNE 16, 1975.

C) PERSONNEL. THE ELIMINATION OF ONE POSITION IN THE MARKET
ANALYSIS UNIT WILL PROBABLY LEAD TO A REDUCTION OF OUR MARKET
RESEARCH OUTPUT. MUCH WILL DEPEND ON THE COMPLEXITY OF THE
BUILDING MATERIALS AND EQUIPMENT GMS AS WELL AS ON UNFORSEEN
DEMANDS FROM WASHINGTON. THE SECOND QUARTER SCHEDULE AS
MODIFIED WILL BE MAINTAINED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BOGOTA09702
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750350-0178
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751072/aaaacInt.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 200695
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 29 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 SEP 2003 by MaustMC>; APPROVED <18 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM: REVIEW OF FIRST QUARTER OF FY-76
TAGS: BEXP, CO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006